

PROCESS-ORIENTED CUSTOMER JOURNEY MAPPING

Learn how to align your internal processes in a customer-oriented manner

Objectives

The aim of this seminar is to impart in-depth knowledge of Customer Journey Mapping as well as its transfer and practical application in a process-oriented organizational environment. The participants learn how to create customer journey maps and derive customer strategies from them - always from the customer's perspective (both in context to B2C and B2B).

The seminar Process-oriented Customer Journey Mapping can be conducted as blended learning or as an 100% digital training.

The participants complete an e-learning course consisting of 4 modules - flexible in terms of time and location - and learn the practical application using exercises and practical examples in a one-day intensive training classroom training (blended learning) or as an online seminar (digital).

The e-learnings are available to participants for a period of 3 months after receiving access to the BPM&O E-Learning Platform.

The online training takes place using the interactive platform BPMO.digital. To participate, you need a computer with a microphone installed and stable internet access. We also recommend an installed camera and a headset (not necessary).

Target group

- Managers and employees who want to drive forward the topic of customer orientation
- Managers and employees Organization
- Managers and employees Corporate and Personnel Development
- Managers and employees from all divisions with customer contact
- Managers and employees Process Management

Content

- E-Learning "Perspective change and Customer Journey Mapping" (30-45 min.)
- E-Learning „Customer Journey Mapping activities and touchpoints“ (30-45 min.)
- E-Learning "Process Management Basics" (45-60 min.)
- E-Learning „Merging Customer Journey und business processes“ (30-45 min.)
- Exercises
- Practical examples
- Transfer / exchange



Facts

Duration	E-Learning + 1 day intensive training
Participants	5 to 12
Price	€ 1,170

Please visit our website for current dates:

www.bpmo-akademie.de

Please note that open seminar dates are only available in German.

All mentioned prices are net prices.